

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting
Meeting Minutes: Thursday, March
21, 2014*

Meeting Location: 3316 Faith Church Road, Lake Park NC 28079

Attendees: John Box, Sandy Coughlin, Doug Lucas, Sharon Williams, Chris Yeager

Guests: Adam Bryant, Ashley & Shannon Dance, Mark & Margaret Phillips, Mary Silvestri

Call to order & Prayer

Chris offered a reflection. Sandy called the meeting to order at 6:36 pm.

Minutes, Announcements & Finance

- 1 January 23, 2014 and February 20, 2014 meeting minutes were read and approved.
- 2 February 31 budget balance is \$3943.06. A \$50 gift certificate will be in the Lake Park basket April 5.

Council Comment

1. March *Villager* samples were distributed to attendees detailing the Village's transition to Waste Pro next week. Commercial dumpsters with a Monday pickup will be replaced as emptied, just as the Thursday empties will. Waste Pro will deliver new dumpsters on Monday March 24 and Friday March 28. They will begin pickup service on Monday March 31 for dumpsters with twice/week pickup, but all other dumpsters and the residential carts and recycle bins will begin Thursday April 3. *Villager* is printed and will be distributed with flyers on the Public Pool passes and the Piranhas swim team formation.
- 2 Sandy will be away for the May 15 EDC Meeting and Chris will chair that meeting.

Public Comment

- 1 Ashley and Shannon attended to invite the schools, businesses and churches to participate in the Memorial Day Flag Ceremony at Veterans Park, May 26 from 11 am -12 noon. Veterans will be honored, VFW is sending representatives and they would like to involve Boy Scouts, Girl Scouts, Common Heart and any businesses that would like to participate, especially by being open to welcome visitors. It is too soon to anticipate attendance or overflow to Town Center at noon.
 - a Sandy will email Lake Park professionals to contact Ashley.dance@carolina.rr.com.
 - b Ashley will contact Faith United Methodist Church about parking lot availability that Monday.
 - c Adam Bryant wishes to welcome visitors to Creation Café after the event.
- 2 Adam and Mary represented Lake Park's newest business, Creation Café opened March 15, attended tonight to learn more about Lake Park's economic activity.

Commissioner Comment

Doug noted that of the two roll off containers from Covenant, GBUSA has collected one so far. (GBUSA is expected to complete removal of all Covenant bins, dumpsters, roll-offs and carts by Saturday March 29.)

New Business: Village Development Strategic Goals

A. mylakepark.com commercial website

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014	68	72										

Chris contacted Marc Limano, Steve Baron and James Smetana about updating mylakepark.com. He recommended that we accept James' offer. James teaches in Raleigh and developed the site for his school. He would like to do it without charge. Chris would draft a memo for the local businesses to invite them to welcome James. Sandy can provide the business contact list to Chris once James would be ready to reach out for logos and updates. (Access to the site must be pre-arranged with Don O'Brien (704) 280-2467.) Chris will email the URL to James' website this week so Commissioners may preview the Raleigh school site design.

Mark asked Sandy for the new directory for the lakeparknc.gov site as well.

B. Commercial Enhancements

Sandy brought FMK Architect's concept drawings for Town Center, and Doug will reach out to see if they can provide an efile he can use for a front view of the sidewalk enhancements. He presented seven different concrete samples. Commissioners unanimously concurred on his recommendation of the tan sample and 12" cap size, compatible with the accent border on the building and in suitable proportion for the site. Doug pointed out the Skypencil hollies in his stock that would be installed with jasmine and periwinkle for a finished planter cost of \$550 - \$750 each. The EDC may recommend funding the project in two phases, installing four before the end of the 2013-14 budget, and three at the beginning of the 2014-15 budget. Doug's personal desire to complete the enhancements prompted him to whittle out his profit from the quote and he will email it to Sandy for the Commission by April 1.

Adam suggested that Doug contact Dina Lee, at dinajoylee.com to invite assistance completing front view of the building with the planters added for the final presentation to Council on April 8. Dina is a designer and works part time at Creation Café. Doug can email plant pictures, birdseye view to her to see if she is interested. Sandy can send James Ross' original art as well. Doug

will reach out to FMK Architects, 123 New Bern Street, Charlotte, (704) 375-9950 to obtain the building front views in the concept drawings.

John has forwarded the Village's Encroachment Agreement to V T Management LLC and will follow up to obtain owner approval since the planters will be against the building. Irrigation will not be installed as the plants are selected for heat/drought tolerance. Lucas will water the first year. Over the long term the Town Center building property manager would need to make arrangements for watering in severe weather.

B. Town Center Leasing Update

John is reviewing with Regenesi Skin Studio to move from Total Tranquility to the separate space formerly occupied by Fashion Crew, and with Gray Insurance to expand into the Greyson Steele photo studio. Both are outgrowing their current location.

Adam noted that Lake Park has an omelet named the Park Omelet at Creation Café and invited all present to visit soon for breakfast. Creation Café also offers a lunch menu.

Old Business:

A. Signage: John reminded that the blades for the Faith Church signs need to be arranged through Bernie at Percival McGuire. Bernie is handling sign updates among her property management duties. Creation Café and Skeeter's Bakery are not on the sign yet.

Sandy reminded that signs 'indefinitely planted' around the village are an ordinance violation. Out of concern for the business getting a good start, Council has not rushed to have the new bakery comply, and will usually allow temporary signs to be up for a week before an event, but it would be best if the bakery removes them now before a citation is necessary. Either Cheri or Sandy will be in touch with Nicole Bouchard next week. Margaret commented that Indian Trail removed Skeeter's signs.

B. 2014 Event Planning

1. **Cruise In:** Sharon announced the Saturday April 12, 6-9pm Cruise-in event in downtown Monroe. Sandy, Adam and Sharon will meet at Total Tranquility at 5:30 pm to attend. Sharon will report back at the May 8 Council Meeting.
2. **Motivating Speaker:** Rob Quillen will not be in Charlotte for either the Coca Cola or Labor Day races this year. Sandy shared his email on the variety of groups he addresses. John suggested we table this event until 2015.
3. **Earth Day Event:** Sandy emailed event details to all leaders of the schools, businesses and churches, reserved the booth, and prepared a Lake Park gift certificate. Skeeter has an evening dessert wedding and cannot attend. Sharon is bringing a massage chair and is gathering items for a Lake Park basket for the raffle booth. TMC has already contributed to it. Doug will add a plant and Adam would like to add to it. Faith United will also have a booth next to the EDC booth to expand the Lake Park

NC presence at the event; April 5 10am to 2pm. EDC paid for booth, all businesses may participate at no charge, and add business cards or giveaway items or brochures to the basket.

4 **Kite Festival** is same day; businesses may wish to participate in either, both or none.

5 **Concert:** John's been in touch with East Coast Entertainment and will pursue that contact further.

Margaret suggested Too Much Sylvia that might be interested as a local band. East Coast is their

agent. Adam suggested a band that features beach music.

Communication & Events Calendar & Kiosk

1 Mark asked Sandy for the new directory for the lakeparknc.gov site. Sandy will also send January and February minutes approved this evening.

2. Email or phone *Lake Park Villager* news items to Sandy before the April 11 deadline. The issue can be on www.lakeparknc.gov by the 4/17 and in homes by 4/22.

3. Margaret is reorganizing the Fun Friday events ~ an open invitation to all Lake Park residents to visit Creation Café on First Fridays for 10 am breakfast, and on Fourth Fridays for 12 noon lunch.

Next Meetings

Thursday, April 17, 2014 6:30 pm at Community Center

Hot Topic: Town Center Update

Thursday, May 15, 2014 6:30 pm at Community Center.

Adjourned by consensus at 8:15 pm.